

THE DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION 484 PELISSIER ST., WINDSOR, ONTARIO N9A 4K9 DWBIA@DOWNTOWNWINDSOR.CA DOWNTOWNWINDSOR.CA 519-252-5723

DOWNTOWN WINDSOR BIA BOARD OF DIRECTORS MEETING AGENDA

Date: Tuesday, July 25, 2023 Time: 5:30 PM

Location: DWBIA Offices, 484 Pelissier Street

DIRECTORS:

Bars & Nightclubs:	Andrew Corbett
Commercial Property Owner/Developer:	Ray Blanchard
Hotel/Tourism/ Retail:	Sikander (Sunny) Bhatti
Member at Large:	Jennie Atkins
Professional Services:	Chris MacLeod
Restaurant (licensed):	Olivia Holt
Restaurant (unlicensed):	Ron Balla
Retail:	Misty Adams
Ward 3:	Councillor Renaldo Agostino

1. CALL TO ORDER

• Reading of Land Acknowledgement

We [I] would like to begin by acknowledging that the land on which we gather is the traditional territory of the Three Fires Confederacy of First Nations, which includes the Ojibwa, the Odawa, and the Potawatomi. The City of Windsor honours all First Nations, Inuit and Métis peoples and their valuable past and present contributions to this land.

• Adoption of the distributed agenda

2. DISCLOSURE OF PERCUNIARY INTEREST

3. ADOPTION OF THE MINUTES

- Minutes of Board of Directors meeting held on July 27, 2023
- Minutes of Marketing & Events Striking Committee meeting held on July 6, 2023
- Minutes of Infrastructure & Development Striking Committee held on July 13, 2023

4. REGULAR BUSINESS ITEMS

- Marketing
 - Ouellette Car Cruise update
 - o Buskers update
 - Beach Volleyball Tournament update
 - Marketing Campaign
 - Motions for the Marketing & Events Striking Committee meeting held July 6, 2023
 - Windsor Symphony Orchestra
 - Red Frogs
 - CJAM Higher Ground Festival
 - Brewing for Comedy

Infrastructure & Development

- o Investors Roundtable update
- Farmers' Market update
- Cigarette Bins update
- o Benches update
- o Security Camera's update
- Motions from Infrastructure & Development Striking Committee meeting held on July 13, 2023
 - Christmas Decorations for street poles

5. PRESENTATIONS & DELEGATIONS

• Dana Young, Willis Business Law

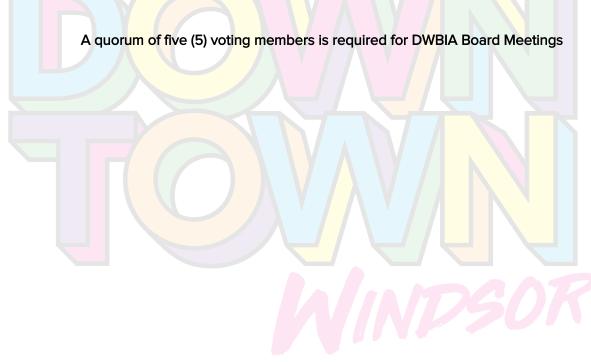
6. UPCOMING MEETINGS

DWBIA Marketing & Events Striking Committee Thursday August 3, 2023

DWBIA Infrastructure & Development Striking Committee Wednesday August 9, 2023

DWBIA Board of Directors Tuesday September 26, 2023

ADJOURNMENT





MINUTES

MEETING:	Board of Directors
	Beard of Bridetero

DATE: Tuesday, June 27, 2023

TIME: 5:30 PM

- LOCATION: 484 Pelissier Street
- ATTENDEES: Andrew Corbett, Chris MacLeod, Misty Adams, Olivia Holt, Ray Blanchard, Renaldo Agostino, Sunny Bhatti, Ron Balla

REGRETS:

- ABSENT: Jennie Atkins
- STAFF: Debi Croucher, Janice Dyett

	Agenda and Discussion	Responsibility of:
1.	CALL TO ORDER Mr. MacLeod opened the meeting at 5:39PM. Reading of Land Acknowledgement. Distributed agenda was adopted by Mr. Balla, seconded by Mr. Blanchard.	Administration Administration Board of Directors
2.	DISCLOSURE OF INTEREST None.	
3.	 ADOPTION OF THE MINUTES Minutes of the Board of Directors meeting on May 25, 2023 meeting were adopted by Mr. Agostino, seconded by Mr. Blanchard. Minutes of the Marketing & Events Striking Committee meeting on June 1, 2023 were adopted by Mr. Agostino, seconded by Mr. Blanchard. 	Board of Directors

	•	Cor	utes of the Infrastructure & Development Striking nmittee meeting on June 8, 2023 were adopted by Agostino, seconded by Mr. Blanchard.	
4.	REF	PORT	S	
	<u>Exe</u>	ecutiv	e Director Reporting	
	0	<u>Gra</u>	nt Applications	
		0	Libro Credit Union	
			 Ms. Croucher relayed information about the Libro Credit Union grant, and discussions surrounding potential projects ensued. 	
			 This grant could be used to support Farmers' Market activities, and it was decided that the DWBRA would apply for funding 	
			 If awarded, this grant would be available in late August or in September 2023. 	
		0	Local Food Infrastructure Fund (Sustain Ontario)	
			 Ms. Croucher advised that the DWBRA has applied for the grant to support the infrastructure needs of the Farmers' Market. 	
			 Ms. Croucher advised that the DWBRA had applied for 2 new electrical service connections, hydro- boxes and carts so that the west side of Pelissier St. could be activated with vendors requiring hydro. 	
		0	Ontario Trillium Foundation – Capital Grant	
			 Ms. Croucher advised that the DWBIA has written a grant on behalf of the Downtown Mission of Windsor for an outdoor courtyard at their headquarters, located at 875 Ouellette Ave. 	

•	Downtown Investor Roundtable Marketing	
	 Mr. MacLeod spoke about hosting a Downtown Investor Roundtable meeting. 	or
	 Discussion surrounded which groups to invite and the best way to build contacts and build solid support systems. 	
	 Meeting date set for July 5, 2023 to go over ideas and form a plan. 	Administratior
•	Marketing	
	Canada Day Arts Fair & Celebration	
	 Administration provided an update on activities planned for the event taking place on July 1, 2023 	3.
	 Event funded by the Department of Canadian Heritage. 	
0	Owen Waygood Event on Maiden Lane – July 19, 2023	
	 Administration provided an update and details of the event. 	
	 Councillor Agostino generously agreed to provide the equipment and sound for the event. 	
0	Marketing Campaign 2023	
	 Administration provided an update on progress to date. 	
	 Consultations have been held with municipalities a tourism entities in Sarnia, London, Niagara and Michigan. 	and
	 Proposed tactics to be presented at the next Boar Meeting. 	rd
0	Play On! Canada 2024 – update	
	 Administration provided an update on progress to date. 	

		_	DWBIA is housing two Canada Jobs Summer students who, in addition to working on Play! On Canada 2024, are supporting many of the DWBIA's current project.	
	0		tions for Marketing & Events Striking Committee eting held June 1, 2023.	
		-	Northern National	
		-	Windsor Pride Fest Advertising	
		-	Play On! Canada	
		-	Buskers	
		-	Prepare a plan for Marketing campaign to entice U.S. visitors	
•	Infras	truct	ure	
	0	Cig	arette Bins	
		-	Brief discussion on the implementation of cigarette bins.	
		-	Matter deferred to the Infrastructure & Development Striking Committee.	
	•	Ber	nches – update	
		-	Brief discussion on the implementation of cigarette bins.	
		-	Motion made by Mr. Balla to *\$5,000 from security cameras and safety measures to install arm bars on park benches."	Board of Directors
		-	The Motion was seconded by Mr. Agostino, and approved.	
		-	Motion made by Mr. Corbett "to have city council prepare a report to remove benches from requested businesses and then lend the benches to the Downtown Mission for 2 years."	Board of Directors
		-	The Motion was seconded by Mr. Balla, and approved.	

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		•	Security Cameras & Surveillance – update	
			 Administration presented the Board with quotes received from suppliers. 	
			 Discussion on the implementation of security cameras and surveillance ensued. 	
			 Administration directed to obtain a legal opinion from Dana Young, Willis Business Law. 	
			 Matter deferred to the Infrastructure & Development Striking Committee. 	
		•	Konecki x Denial Mural Repair – update	
			 Administration provided an update on the quote received for the mural restoration. 	
			 The Board agreed not to provide with the restoration at this time. 	
		•	Motions from Infrastructure & Development Striking Committee meeting held on June 8, 2023.	
			 Budget for mats for Farmers' Market with possible other uses. 	
			 Print and laminate information placards re: parking in garage. 	
			-	
			 Motions unanimously approved. 	
6.	NEV	V BU	SINESS	
	•		S Media Solutions Advertising – Hotels in Downtown dsor	
		0	Board discussed briefly and requested additional information and for the matter to be referred to the Marketing & Events Striking Committee.	
	•	Bea	ch Bash Volleyball	
		0	The Board expressed interest in hosting a volleyball tournament late summer/early fall, and directed Administration to proceed to with executing the event.	
		0	Motion made by Mr. Corbett "to allocate \$15,000 from events budget to put towards the Beach Bash and raise additional \$20,000 in sponsorship."	Board of Directors

	0	The Motion was seconded by Mr. Agostino, and approved.	
	• Ex	ecutive Powers	
	0	Motion made by Mr. Agostino "to authorize the Executive to act on behalf of the Board on projects that already have been discussed at a Board Meeting to a maximum expense of \$5,000.	Board of Directors
	0	The Motion was seconded by Mr. Blanchard, and approved.	
UP	COMING	MEETING DATES	
•		Marketing & Events Striking Committee 1y, July 6, 2023	
•		Infrastructure & Development Striking Committee 1y, July 13, 2023	
•		Board of Directors 7, July 25, 2023	
AD	JOURNI	IENT	
	Meeting	adjourned at 8:35PM	



MINUTES

Ν	IEETING:	Marketing & Events Striking Committee
D	ATE:	Thursday, July 6, 2023
Т	IME:	5:30 PM
L	OCATION:	484 Pelissier Street
Α	TTENDEES:	Andrew Corbett (Chair), Chris MacLeod, Sunny Bhatti, Councillor Renaldo Agostino
R	EGETS:	Jennie Atkins, Olivia Holt
S	TAFF:	Debi Croucher, Janice Dyett

	Agenda and Discussion	Responsibility of:
1.	CALL TO ORDER	
	Mr. Corbett chaired the meeting, and called the meeting to order at 5:55pm.	
	Reading of Land Acknowledgement.	
	Distributed agenda was adopted by Mr. Corbett, seconded by Mr. Agostino.	
2.	DISCLOSURE OF INTEREST	
	None.	
3.	ADOPTION OF MINUTES	
	Minutes of meeting on June 1, 2023 adopted by Mr. Agostino and Mr. MacLeod.	Striking Committee
4.	REGULAR BUSINESS ITEMS	
	Canada Day Arts Fair & Celebration – update	
	 Ms. Croucher spoke to the success of the Canada Day Arts Fair. 	

	0	Ms. Croucher spoke to the fact that the budget came in under budget, and that the event was funded by a Government of Canada grant.	
	0	Ms. Croucher informed the Committee that any surplus funds would be used for Open Streets in September.	
•	Oue	ellette Car Cruise	
	0	The Ouellette Car Cruise will take place on Friday August 18 from 1pm-9pm at Riverfront Festival Plaza.	
	0	Cruisers will begin rendezvousing at the Plaza at 1pm, and the Cruise will start promptly at 6pm.	
	0	Discussion on sponsorship ensued and included arranging a meeting with Windsor Police Service and Traffic re: cruise route and street closures.	
•	Bus	kers	
	0	Discussion held around having Buskers perform every Saturday night in August.	
	0	The programming is intended to liven the downtown, and help change visitor perception.	
	0	Issue put off until next Marketing and Events Striking Committee meeting on Thursday, August 3, 2023.	
•	Play	/ On! Canada 2024 -update	
	0	Scott from Play On! Canada met with Debi and Renaldo.	
	0	Letters have been sent to proposed Steering Committee, and Play On! Canada is awaiting responses.	
•	Bea	ich Volleyball Tournament – update	
	0	Discussion surrounded location or locations for volleyball courts to be set up.	
	0	Discussion surrounded the date that the tournaments will take place.	

	• Wi	ndsor Symphony Orchestra	
	0	Event is a 3-day event, to be held at the Capital Theatre in August 2023.	
	0	Organizers are seeking sponsorship from the DWBIA.	Striking Committee
	0	Mr. Agostino made a motion to give "\$275 for ad for Symphony".	
	0	Motion was seconded by Mr. Bhatti, and approved.	
	• Di	stricting	
	0	Discussion held around the difference between Districting and Branding and what would work best for the businesses in the Downtown BIA.	
	• Ma	arketing Campaign	
	0	Discussion held around marketing campaigns, including the need to market in Michigan.	
	0	Discussion held around partnering with other agencies for marketing.	
	• Re	d Frogs	
	0	The Committee discussed what the Red Frog campaign entails. Discussion surrounded if the Red Frogs are bonded and insured. Discussion surrounded possible days and hours.	
	0	The campaign would be set up to help with the safety of downtown guests. The Red Frogs would be able to help visitors if they needed a walk to a car, needed to call someone for a ride home, needed a water etc.	Striking Committee
	0	Mr. Corbett made a motion to "commit to a four- week program in mid or early August towards the Red Frog safety program with an expense of \$1,600 per night.	
	0	Motion seconded by Mr. Agostino, and approved.	
5.	PRESE	NTATIONS & DELEGATIONS	
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• CJA	M – Higher Ground Festival – Sponsorship request	
0	Walter Petrichyn, CJAM Station Manager, met with the Board to discuss the Higher Ground Music Festival, being held on Friday, July 28 through Sunday, July 30, 2023.	Striking Committee
0	The Music Festival is being held at Phog Lounge, Meteor and Craft Heads Brewing Co.	
0	Mr. Agostino made a Motion for *\$300 to be used to feed volunteers supporting businesses outside of the host participants. Receipts to be submitted to DWBIA for reimbursement.	
0	Motion seconded by Mr. Bhatti, and approved.	
	wing for Comedy – Sponsorship request	
0	Paul Montanier and Curtis Muldoon met with the Committee to discuss the Brewing for Comedy Festival, which is taking place between August 29 and September 2, 2023.	Striking Committee
0	Craft Heads is the host venue. There will be 2 shows a night at Craft Heads. Tickets to these shows are free.	
0	The final night show will be held at the Capitol Theatre. Tickets to this event are \$25 per person.	
0	Mr. Agostino made a Motion to "use marketing fund up to \$300. We will support the marketing".	
0	Motion seconded by Mr. Corbett, and approved.	
• ADS I		
0	Administration to obtain further details and discussion to be deferred to Board Meeting.	
Meeting adjo	ourned at 7:18 PM	



MINUTES

- MEETING: Infrastructure and Development Striking Committee
- DATE: Thursday, July 13, 2023

TIME: 5:30 PM

LOCATION: 484 Pelissier Street

- ATTENDEES: Chris MacLeod (Chair), Andrew Corbett, Ray Blanchard, Ron Balla, Olivia Holt, Councillor Renaldo Agostino
- STAFF: Debi Croucher, Cole Fuerth

	Agenda and Discussion	Responsibility of:
1.	CALL TO ORDER	
	Mr. Agostino chaired the meeting and called the meeting to order at 5:36pm.	
	Reading of Land Acknowledgement.	
	Distributed agenda was adopted by Mr. Balla, seconded by Mr. MacLeod.	
2.	DISCLOSURE OF INTEREST	
	None.	
3.	ADOPTION OF MINUTES	
	Minutes of Meeting on June 8, 2023 were unanimously adopted.	Striking Committee
4.	REGULAR BUSINESS ITEMS	
	Investors Roundtable	
	 Discussion was had regarding the list of attendees, and proposed meeting date. 	
	• Discussion was held regarding support and funding.	

•	Farmers Market – Mats	
	 We have placed an order with Essex Linen Supply for 8 mats (3' x 10" mats) printed one colour. 	
•	Farmers Market – parking Meter Signage	
	 Nothing further to report regarding meter bags and or signage. 	Striking Committee
•	Cigarette Bins	
	 Discussion surrounded using local artists to decorating the bins. 	
	 Discussion surrounded the cost to decorate bins, noted that the decorations may distract the viewer from the voting question on the bins. 	
	 Discussion held around using vinyl stickers for the questions as they are easily replaceable and cost effective. 	
	 Decision made to revisit the idea of decorating the bins after seeing how they handle wear and tear. 	
•	Benches	
	 Discussion surrounded the relocation of the benches and a suggestion was made to relocate some of the benches to the waterfront area. Benches can only be relocated on municipal property. 	
	 Discussion held that the Mission received donations of tables and benches, and so they are not in need of our benches. 	
	 Discussion surrounded adding arms to benches as soon as possible. 	
•	Security Cameras	
	 Discussion surrounded the use of security cameras. This is a very complex issue. 	
	 The Committee discussed starting with 10 cameras in areas where the business owners will support the project. 	

0	Discussion surrounded having legal opinion and more follow up before the Board Meeting on July 25.	Administration
• н	oliday Floral Decorations	
0	Discussion surrounded how festive decorations were cut from the budget.	
0	Discussion surrounded moving money from lighting budget to floral decorations.	
0	Discussion surrounded decorating poles with the ribbon and bows that the DWBIA owns.	
0	Mr. Agostino made a Motion to "use Christmas decorations for street poles again this year. With a budget of up to \$6,000."	Striking Committee
0	Motions seconded by Mr. Corbett, and approved.	
• Bus	skers	
	Discussion held that we are seeking the participation of local artists.	
	Discussion surrounded having buskers start the first Saturday of August. The plan is for artists to be set up at 6 corners.	
	Discussion held that we put out a call for artists after we use experienced artists for the first few weeks.	
Meeting a	djourned at 7:28 PM	

MOTIONS OF BOARD OF DIRECTORS MEETING

Meeting: June 27, 2023

CIGARETTE BALLOT BINS

Motion made by Mr. Corbett to:

- 1. "Willingness to invest in ballot bins that cost \$800-\$1000 each."
- 2. "Allocate \$4100 from decorative lighting budget to go towards 5 bins."

The Motion was seconded by Mr. Agostino, and approved.

MATS

Motion made by Mr. Balla for ***\$3,000 from Farmers' Market budget for (8) 3 x 10 mats.**

The Motion was seconded by Mr. Corbett, and approved.

BENCHES

Motion made by Mr. Balla to ***\$5,000 from security cameras and safety measures to install arm bars on** park benches."

The Motion was seconded by Mr. Agostino, and approved.

Motion made by Mr. Corbett **"to have city council prepare a report to remove benches from requested businesses and then lend the benches to the Downtown Mission for 2 years."**

The Motion was seconded by Mr. Balla, and approved.

MARKETING & EVENTS

Motion made by Mr. Agostino "to approved Motions made at Marketing & Events on June 1."

The Motion was seconded by Mr. Corbett, and approved.

BEACH BASH VOLLEYBALL

Motion made by Mr. Corbett **"to allocate \$15,000 from events budget to put towards the Beach Bash and raise additional \$20,000 in sponsorship."**

The Motion was seconded by Mr. Agostino, and approved.

PROJECTS DISCUSSED

Motion made by Mr. Agostino **"to authorize the Executive to act on behalf of the Board on projects that** already have been discussed at a Board Meeting to a maximum expense of \$5,000.

The Motion was seconded by Mr. Blanchard, and approved.

MOTIONS OF MARKETING & EVENTS STRIKING COMMITTEE

Meeting: July 6, 2023

Motion made by Mr. Agostino to approve "\$275 for ad for symphony".

The Motion was seconded by Mr. Bhatti, and approved.

Motion made by Mr. Corbett to **"commit to a four week program in mid, or early August toward the Red Frog safety program with an expense of \$1600 per night".**

The Motion was seconded by Mr. Agostino, and approved.

Motion made by Mr. Agostino to approve ***\$300 to be used to feed volunteers supporting businesses** outside of the host participants. Receipts to be submitted to DWBIA for reimbursement".

The Motion was seconded by Mr. Bhatti, and approved.

Mr. Agostino made a motion to "use marketing fund up to \$300 dollars. We will handle the marketing".

The Motion was seconded by Mr. Corbett, and approved.

MOTIONS OF INFRASTRUCTURE & DEVELOPMENT STRIKING COMMITTEE

Meeting: July 13, 2023

Motion made by Mr. Agostino to **"use Christmas decorations for street poles again this year. With a budget of up to \$6,000.**

The Motion was seconded by Mr. Corbett, and approved.